

EXPERIENCE JAPAN IN NEW YORK CITY

CHOPSTICKS NY

11

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vol. 055

FREE



Gifts 2011 The Japanese Way

SPECIAL INTERVIEW Jay Rubin (Translator)

www.chopsticksny.com

NEW SENSATION "WA" MODERN W A Z A



W A Z A

Combining the characteristic Japanese cultural of "wa" (harmony) developed over many years of history and culture and the "waza" (skilled techniques) utilized by Japanese craftspeople, WAZA is a brand of the finest Japanese products. With a shop set up on the 2nd floor of Kinokuniya Book Store on the west side of Bryant Park, they sell to general consumers as well as buyers and distributors. They also operate a showroom where you can see and hold in your hands items representing the latest in Japanese design and technique. Experience the essence of Japanese craftsmanship with WAZA.



Otafukuwata おたふくわた

Founded in 1840 in Hakata, Fukuoka Prefecture, a company with 170 years of history, Otafukuwata continues to use natural cotton materials to handcraft futons, Japanese cushions and small accessories to this day. The company's mission is to bring Japan's exquisite, handcrafted cotton products to the world. Stop by a store and see the craftsman's skillful techniques and designs for yourself.



JAPANESE CUSHIONS

These 100% cotton cushions are carefully crafted one cushion at a time to give you quality comfort. Their gorgeous designs display the essence of Japanese style.



CUSHION BAG

Perfect for sporting events and picnics, these sturdy canvas cushion bags come with a removable, handcrafted Japanese cushion.



OTAFUKU TOTE BAG

Made to commemorate the 170th anniversary of the company's founding, this canvas tote bag is printed with the face of Otafukuwata's mascot, Otafuku-chan.



EYEGLASS FUTON

This eyeglass case is like a miniature futon that gently wraps around your glasses to protect them when closed as well as open.

[November 2011, Vol. 055]

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The theme of the cover of this month's issue is "Japanese 100". To find out more about it, check out the featured articles from page 6.

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"IGNORANCE WAS THE MAIN THING THAT INFLUENCED ME."

— JAY RUBIN



JAY RUBIN

Translator, Professor Emeritus of Harvard University. Jay Rubin has a PhD in Japanese literature from the University of Chicago. His early research career focused on the Meiji state censorship system. He previously taught at the University of Washington. More recently, he is noted as one of the main English translators of famed Japanese novelist Haruki Murakami. In addition to writing on Noh drama, Professor Rubin has also translated works by classic Japanese writer Natsume Soseki. His translation of 18 stories by Ryunosuke Akutagawa was published by Penguin Classics in 2006, and his publications include *Melting Sense of Japanese*, *Modern Japanese Writers* and *Haruki Murakami and the Music of Words*.

*Translator and Professor Emeritus of Harvard University Jay Rubin is most known for his work on Japanese author Haruki Murakami. Right before the highly anticipated North American release of Murakami's *1Q84*, a best-selling novel in Japan in 2009 and 2010, *Chopsticks NY* talked with Professor Rubin about his enthusiasm for Japanese literature and language.*

First of all, how did you become interested in Japan?

By accident. I was at the University of Chicago and I was going to either major in philosophy or English, but I didn't decide which way to go. I happened to have time one quarter to take some kind of course in something non-Western, so it just happened that an introduction to Japanese literature was available. I got very excited by it. I enjoyed it a lot, so I started studying the language—at that point I was in my second year of college.

What was fascinating about Japan for you?

I think I was hooked because the professor was so good. If he had taught chemistry I probably would have become a chemist. He was an excellent teacher in that he was able to get people excited about what he was talking about. I remember that all the students were reading the books in English, because it was an introductory course. But he would bring in the books in Japanese and he would read in Japanese and then tell us what was going on in Japanese, literally and what we were missing in the translation. I got very excited about the idea of reading these things in the original language. That's where I started studying Japanese, and that was at the end of my second year of college when I bought some books and started working on the language. So I had only two years of Japanese language when I finished my college career. I had a lot more work ahead of me.

When people get interested in Japan, it's usually in the culture itself, but in your case the language was the hook.

Yes, I think it's always been the most important aspect of my dealings with Japan.

Is this why you chose to be an expert in Japanese literature?

Well, of course a language is just a tool. I suppose I could have become a linguist and done analysis of the structure of the language and things of that sort, but that was never my interest. I always enjoyed poetry, and I guess I had read a couple books on Zen (Buddhism) by that time and I was fascinated by books by Alan Watts, people like that. Ignorance was the reason that interested me. I didn't know what I was getting into. I didn't realize it was already too late to learn a language at that stage, and I didn't know anything about Japan. It was all quite exotic and fascinating at the time.

You have translated the works of Japan's best-selling authors, like Soseki Natsume, Ryunosuke Akutagawa, and of course, Haruki Murakami. What was it like translating *1Q84*, the best-selling novel in Japan?

It's exciting, because I was used to translating books by dead authors that nobody wanted to publish. I remember when I was trying to get my two Soseki translations, *Sawako and Kiku* [*The Moon*], published. And *Kiku* was especially difficult to get published because it's such a strange, unpopular novel. Finally I got Stanford University Press to publish that one. But I got very tired of first translating a novel and then going out begging university presses to publish them. So when I started getting requests by publishers like Knopf and The New Yorker for material, it was very exciting. I didn't have to beg anyone to publish it—they wanted Murakami! And, thanks to Alfred Benham, Alfred was, of course, the one who started bringing Murakami into English, and he did such a good job that publishers got interested in him. The New Yorker especially, and I think Playboy and Esquire, and all kinds of magazines wanted to publish his stuff. And I was used to publishing translations of novels through university presses only, and they would sell only a couple hundred. I remember when I got my first check from Stanford University for *Kiku*—I think the book had been out for five years and I got a check for \$14.95. They finally sold enough copies so that I could get a little bit of income, and it was very

little. So it's exciting to be working on a novelist that publishers here want to publish.

Was it difficult translating Murakami since he has his own style?

The most difficult thing is to make his style simple in English without being boring. He basically writes in such a simple style that I don't know how it works exactly, but it can be kind of flat and dull in English because there isn't a lot of ornamentation to the language. It's very simple. So that's probably the hardest thing, to make it read like literature in English, rather than like a refrigerator brochure.

So does Mr. Murakami check your translations?

He does check them, but I'm not sure how closely. When I have problems with particular difficult passages, I write him an email asking him what he thinks I should do or what he meant by a particular passage sometimes. He usually says "I didn't realize you think it was nonsensical" [laughs]. He doesn't really see the whole translation until I'm sending it in to the publisher. In the old days, I think he was fairly casual about how he would read the translations. I don't think he checked them very closely. Then about the time I started working on Norwegian Wood, he started checking more closely and he found occasional things that he fixed before the book came out.

Murakami's language is different from that of classic writers like Soseki, whose work you have translated before. Why did you choose to work with two writers with very different styles and backgrounds over other writers like Yukio Mishima, Kenzaburo Oe, or Kobo Abe?

I just like them. Working on Japanese literature, even now, is not like working on English literature, where there are so many other people doing the same thing that you have to find some tiny little niche. Working on Japanese literature, there aren't that many people. You don't have that much competition. So you can basically do what you enjoy rather than what the field says is important. So I read Soseki—I really enjoy his stuff. I enjoy mostly the psychological probing that's in Soseki. I think there's a very similar kind of internal ruminations to Murakami's writing. It's very much burrowing into the mind of the protagonist. It's a very interiorized psychological writing, and that appeals

to me a lot.

What projects do you have lined up for the future?

Right this moment I'm translating a story called *Epigones* by Goro Krita. He was a big, tough-as-leather "salaryman" [Japanese corporate worker] author. He writes about problems in companies. He's a very funny writer, too. The story I'm translating was written in 1957, so it's right at the end of the Occupation period.

Is there a goal or particular direction you want to explore in the future?

I'm pretty much done with the girls and things. I'm retired now—I don't do any teaching, and I'm not at the university any more. I haven't taught since 2008, so now I can translate whenever I want to and enjoy myself. So I think if there's any one goal, it's to have fun.

If any, what is the most impressive scene from *1Q84*?

When the female protagonist, Aomame, pops kick-up into the sock drawer of a man she is trying to get even with.

— Interview by Nilsa Kusano

*Goro Krita (1913–1982) was known for humorous stories about Japanese salarymen. He started writing when he was employed in a corporation and continued working as both a writer and a salaryman. Most of his stories were made into movies and television shows.



Beauty

New Hair Salon That Creates "Kirei" Look

Golden amber and warm light illuminates the back wall and antique moderns decor. It is not a chic bar but a new Japanese hair salon, **Tokuyama Salon**. This Upper East Side salon owned by Takahide Tokuyama opened its doors in September, and it quickly attracted the neighborhood's fashion conscious clientele. "We cater to 'kirei' style instead of 'kawaii' style," says Mr. Tokuyama. This means that they pursue classy, elegant beauty instead of cute styles, which perfectly fits uptown crowds.



An alumnus of Warren Tricomi, Mr. Tokuyama was influenced by his mentor and he puts particular importance on styling technique. "Mastering how to create good styling requires one to know each client's total balance, shape of head and personality. So stylists who can create good styling are ones who have mastered all hair techniques, including cut, color and perm. Styling technique establishes all," he emphasizes. To elaborate on this, he gives an

example of a technique for making thick hair look thinner. According to him, thinning hair which is often employed in many salons is not always the best way to solve this kind of problem. Instead, he suggests that styling based on proper assessment of total balance, shape of head and personality can do the trick.



All the stylists in the salon are Japanese and well trained to follow Mr. Tokuyama's approach and philosophy. "If you are looking for a new hairstyle or trying to fix hair problems, you can rely on us," he says with confidence. Currently they are holding a grand opening campaign, offering 30% off your first service and 20% off all products.

Tokuyama Salon
200 E. 43rd St. (bet. 2nd & 3rd Aves.)
TEL: 646-688-8583 / www.tokuyamasalon.com

Product

A Dream Comes True: The World's First Blue Rose

In ancient mythology and folklore a blue rose has long been an object of fiction and a symbol of mystique. Roses naturally do not create the blue pigment and although traditional breeding produced tens of thousands of varieties of roses, a true blue rose was impossible. But now, due to scientific advancement and genetic engineering, this long awaited dream has come true. Starting this November, the "world's first blue rose," **APPLAUSE** by Suntory will be available on the market.

What was once thought of as the "holy grail" of roses has finally been attained thanks to the committed research done by Suntory's Institute for Plant Science. It took 20 years of genetic research to develop a rose that can express nearly 100% of blue pigment. Roses express too much dark red/purple color that masks true blue pigment. Controlling the levels of expression of the blue pigment in the right host species has also proved hard to predict. Only using advanced technology to reduce the levels of red/purple color and isolating the blue pigment gene from pansy and hybridizing to that of a rose, could this tinge of blue be created. In addition, the sophisticated lilac shade reminiscent of the dawn sky, and the delicate citrus scent both enrich the

elegance of the rose. Where cultivars normally sacrifice scent for prolonged shelf life in the market, blue rose **APPLAUSE** maintains its fresh natural fragrance, making costs in shipping, growth and maintenance to make this high end rose so special.



Both literally and figuratively blue rose **APPLAUSE** symbolizes encouragement for those pursuing a dream, accomplishment of a goal, making it perfect for celebratory, congratulatory and special occasions. To coincide perfectly with the gift shopping season this November, whether it be celebrating, supportive, gratitude or love, express to someone special this symbol of fulfilled desire by giving them the coveted blue rose, **APPLAUSE**.

Info: www.blueroseappliance.com

Digital / Book

An Application Allowing for an Interactive Picture Book Experience

Thanks to evolving technology, books these days can literally come alive. The Japanese picture book *Little Pys's Friend* (*Pys-san no Tomodachi*) was a 2-million-copy-selling, huge domestic hit from the educational publisher Gakken. Pysco, a venture company born at Tokyo University, saw an opportunity to build on this best-seller's success. Serving a paternal market, Pysco created a bilingual, interactive application that adapts this book for the iPhone and iPad.

Their amazing app has many surprising touchscreen effects not available through normal animation or video, which enable parents and children to enjoy the story of Little Pys the chick and her friend Gaska the duck in a special way. For example, readers can pet Little Pys's fluff, bring a mole to the surface by digging in the dirt, make grass move and flowers bloom with their fingertips, and cause dewdrops to fall off leaves when touched. These mechanics use physics simulation technology researched and developed at Tokyo University and the app received an Innovation Award at the Silicon Valley Business Center Expo 2010.

Because the app is available in both English and Japanese, it is ideal for parents who are raising their children bilingually. It contains so many hidden effects that each reading of the book will bring new discoveries for both adults and kids. *Little Pys's Friend* is currently selling on iTunes, so check out this chance to make education fun.



For purchase:
<http://tiny.cc/apples.com/using/6414673126.html>

Inclusions:
www.gakken-ehon-eyes.gakken.jp/eyes/gakken.html
www.facebook.com/littlepys
www.facebook.com/gakken-ehon
www.facebook.com/littlepys

Book

Schoolgirl: Journey Inside the Teenage Mind

Japanese author Osamu Dazai's 36-year tormented life cannot be separated from his distinctive literary style, making him a prominent figure in post-war Japanese literature. The newest translation of his famous novella *Schoolgirl* allows the reader to authentically connect with the young protagonist's conflicted soul.

The book immerses us in the day of a regular teenager in the 30's. Written as a biographical tale in the first person, the reader follows the young woman from dawn to dusk, and intimately shares her every thoughts and feelings. She struggles with emotions shifting drastically from extreme joy to deepest despair. In the blink of an eye, she dismisses any positive thoughts and replaces them with pessimism. "It was a brilliant idea. A sad, pathetic idea," Dazai emphasizes her feeling of emptiness by using short, caustic sentences, keeping the rhythm of the story shifting as fast as an adolescent mind.

Caught between childhood and adulthood, the girl has difficulty grasping her physical transformation. "I want to have a doll-like body forever." She laments about the loss of innocence and the future duties she will have to

face in a society and one that does not allow for too much spontaneity or honesty from women.

The antagonism between the social conformity and the individual trying to cope with it, has been a constant preoccupation in Dazai's life and is brilliantly conveyed in the story. As the girl confronts many fears in the quest to remain true to herself, she is also constantly reminded of what is expected of her. "I can't bring myself to go against mother and everyone else for the sake of my ideals, knowing all along that I would be beaten down, defeated." She is always torn between betraying her soul or her peers.

The contradicting emotions experienced by the teenager resonate deeply with the contemporary reader. Dazai's message is universal and poignant. Humanity's quest for purpose.



Schoolgirl by Osamu Dazai
 Translated by Aaron Martin Powell
 Published by One Hour Books
www.onehourbooks.com



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- Lunch Dish Specials
- Lunch Appetizer Specials

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*Menus are subject to change without prior notice.

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GIFTS 2011

THE JAPANESE WAY

Oseibo: Japanese Tradition Showing Appreciation

Gift giving is a universal practice, but the styles might differ from culture to culture. In Japan, there is a unique gift culture that has been passed down for years, called "oseibo".

GIFT CATALOG

30 selected gift items are introduced here. From traditional Japanese crafts to beauty and fashion products and interior goods, you'll find something you'll want to give to your friends, family, loved ones and yourself.

LISTING

Shop



Gift wrapping design by Shino Iwasaki
www.shinowasaki.com

OSEIBO: JAPANESE TRADITION SHOWING APPRECIATION

Japan's Traditional Gift Culture

The spirit of gift giving is to show appreciation and care of the senders to the receivers. This is a universal practice, but the styles might differ from culture to culture. In Japan, there is a unique gift culture that has been passed down for years, called "oseibo". Oseibo literally means "the end of the year," and it originally referred to the custom of people distributing the offerings used for their ancestors' memorial services at the end of the year. At the time, items such as sake, mochi (glutinous rice cakes), cured salmon, kambo (kelp), dried fish, and katsuo-bushi

(bonito flakes) were given to relatives, neighbors, and business associates. Over the course of time, this custom has changed and today people give gifts, not leftover offerings, at the end of the year to show appreciation to people who mean a lot to them.

One interesting aspect of oseibo is that it's not only person-to-person gifts, but a family-to-family or company-to-company gift-giving culture. So the gift items are not personal but something that everyone can enjoy. The most sought-after oseibo gifts are assortments of food and household goods that can be enjoyed by the entire family such as local specialty foods, premium ham and sausage, condi-



ments, oils, sweets, tea, coffee, and detergent. Regional delicacies delivered directly from producers have been rising in popularity in recent years.

Gift certificates are becoming more and more popular these days. From the givers' point of view, they save time as well as shipping costs, and from the receivers' side, they can buy whatever they want. Though it is convenient, some people are unwilling to present gift certificates because they are too unimaginative and inappropriate to show appreciation. For those who dislike gift certificates, gift

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catalogues offer a perfect solution. They allow the gift giver to select a collection of gifts and a price range, and the receiver to choose their gift from the collection. Each house hold usually sends three to five oseibo gifts each year; price range of each item is from 3,000 yen (\$38.96) to 5,000 yen (\$64.93). *Exchange rate: \$1.00 = 77 yen

Oseibo gift manners

The oseibo gift is supposed to be delivered during the period from early December to around December 31. This is not a strict rule to follow and one can still send oseibo gifts in late December, however, it is best avoided because people are extremely busy during this time of year.

For oseibo, special wrapping paper called noshigami (See photo on the right) should be attached on top of the gift. There are two ways to do this, place noshigami directly on top of the gift box and then wrap it with paper, or wrap the box with paper first

and place noshigami on top of the wrapped gift. Noshigami has mitsubu (ornamental paper ribbon) and nochi (a symbol used for celebratory gifts) patterns printed on it. The real mitsubi is used for several formal occasions, including weddings, the birth of a child, graduations, and funerals, and each occasion requires a specific type of knotting style. The knot for oseibo is a butterfly knot using an odd number of red and white marukita.

Modern oseibo culture

As technology advances, the economy shifts, and lifestyles change the oseibo culture has been transformed. Until the 1990s, the oseibogiving culture in corporations was huge, but after the recession in the 90s, it gradually decreased its prosperity. Seeing this trend, the retail industry has shifted its focus to individual customers. People today are shopping more frequently online, and the retailers are changing their services to heavily rely on on-line marketing. Online shops have a greater selec-

tion than actual stores as well as more information, allowing customers to learn more about each item. On the other hand, the actual shop display is convenient for customers to check the items by themselves. To deliver the gift, people used to visit each household and company and exchange greetings when delivering. That's not popular anymore, rather mailing an oseibo is more common because it saves time for both the senders and receivers.

Technology may make life easier and the oseibo culture is becoming more and more casual these days, but people in Japan have never abandoned the oseibo culture nor lost the spirit of showing appreciation.



Great gift ideas for your loved ones!



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TEL: 212-505-0232

<http://kimonohouse.blogspot.com>

A demonstration for sculpting Jizo in remembrance of The Great East Japan Earthquake and Tsunami

Jizo is known as the god that is the protector of children. We enjoyed Matsuno, a wonderful sculptor from Kyoto to come to New York to perform this demonstration, sculpting Jizo statues in remembrance of the children who died in the earthquake/tsunami.



In addition to the demonstration, we will also be accepting and from people who wish to help. The first 10 people to arrive daily will receive a small Jizo statue and write messages on their feet to the people in the devastated area. Matsuno will then dedicate these Jizo to temples and deliver them to the disaster-affected areas.

Date: Nov. 11th & 12th Time: 2:00pm

Kinpa is holding The Great East Japan Earthquake and Tsunami recovery



464 Broome St., NYC

212-219-7505

www.kinpa.com



Gift Catalog 2011

This page is linked with Chopsticks NY website.
Go to
<http://www.chopsticksny.com/features/055/03>
to check your favorite items online.



**Aqua-Collagen-Gel
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Each mask is luxuriously infused with beauty essence (98% water) and other nutrients for the skin. Conveniently portable, it's perfect for your holiday trip.

See this ad on [page 8](#)



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This best-selling gel mask is so beautiful, ingredients meet so effective collagen, and so-so-soo excited and more its improve relaxing, renewal skin, or parasites.

See this ad on [page 8](#)



Eyeglass Case
\$16 - \$18

This Japanese-made case has a compact and elegant design. It fits snugly into your bag to protect your glasses anywhere you go.

See this ad on [page 12](#)



Eyeglass Stand
\$12

If you often lose your glasses, then you need this stand. You'll never lose your glasses, plus you'll add style to your table or

See this ad on [page 12](#)



F.I.N.Y.
\$278

Future-scooped colored glasses are making a big comeback in NY. It's a must-have for the fashionable New Yorker.

See this ad on [page 12](#)



Kaneko Sunglasses
\$340

These classic frames are made with high-quality materials. They not only look great but you can instantly feel the superior craftsmanship.

See this ad on [page 12](#)



Custom Silk Filled Kakefuton
Single Size \$289.95 Double Size \$349.95

These comforters are filled with genuine railway silk. Choose from 40 Japanese designs for the cover. Treat yourself to this exquisite indulgence.

See this ad on [page 8](#)



Kotatsu Table
Square \$565 Rectangular \$665

Traditional Japanese heated table complete with heater and traditional hardwood legs and removable strong velvet top. It's made in Japan.

See this ad on [page 8](#)



Girl's Yukata
\$65

New yukata from Japan. Great on robes, they're available in many colors and sizes for men, women and children from one year old and up.

See this ad on [page 8](#)



Lady's silk robe
\$160

New up quality silk robes from Japan. All 10 the touch, they have extensive techniques and luxurious design, color. Many colors available.

See this ad on [page 8](#)



Hosoo Cushion
\$201.25

This hand screen 100% silk cushion is made using the refined techniques of Kyoto.

See this ad on [page 8](#)



Shoyeido Incense Gift Set
\$16.95

It's lovely hosoo gift set including incense burners from the popular Shoyeido, plus a Japanese "tsubi" enclosed perfume incense holder.

See this ad on [page 8](#)



30 Tea Bag Set
\$27

This is the perfect indulgence on the world at LUPICA. Fresh Tea flavor includes many very delicious.

See this ad on [page 12](#)



Deluxe Sakurambo Gift Set
\$18

This delightful tea gift set includes a 10 g tin of Sakurambo tea, a jar of Sakurambo Tea Honey, as well as a small tea storage box.

See this ad on [page 12](#)



McNulty's Specialty Teas
\$12

Packaged in cute on-the-go McNulty's delicious single blend loose-leaf perfect gift items. A variety of flavors include tropical fruit and vanilla.

See this ad on [page 12](#)



Tea Gift Set
\$30 - \$60

This irreplaceable gift box contains two 2 oz. tins of specialty teas such as Golden Assam and Golden Dragon.

See this ad on [page 12](#)



ABC Sound Book
\$25

This amazing electronic book features words versus pictures. Your child can use it to learn the alphabet and proper English pronunciation while playing games.

See this ad on [page 13](#)



Reversible Scarf (with mascot)
\$49

This wonderfully soft scarf features an adorable animal character attached to the front. You can enjoy two colors without one scarf. Available in three color combinations.

See this ad on [page 13](#)



CERA Ionized Showerhead
\$250

This showerhead creates health-boosting oxygen by bubbling air into water. It provides soft, wet, and soaks it soothes and softens.

See this ad on [page 13](#)
Discount: 30% off



Nigelle LX Hair Nourishment
\$20

Great for preventing hair loss, it protects your scalp from itching and irritation and the growing stages of hair loss.

See this ad on [page 13](#)



Hair Cut
Male \$40 - Female \$60

It just isn't out at Salopiano Salon, you'll see a dramatic improvement in your hair. Young, healthy going to love your new hair style.

See this ad on [page 13](#)
Discount: 30% off all services



Hair Treatment
\$50

Salopiano Salon's hair treatment can restore and revitalize any hair, even color-damaged hair, making it a rejuvenating and healthy.

See this ad on [page 13](#)
Discount: 30% off all services



Inden
\$171

This elegant piece features a deep blue color displaying a lacquer print and a brilliant cut crystal. Silver and black finishes are also available.

See this ad on [inside cover](#)



Kinhnazume
\$93

This gorgeous drink with bottom of the collection of two tea bottles. This glassware and Kulture glassware.

See this ad on [inside cover](#)



12 Months of Flowers
\$90

Made in the Koshizuka style, each bottle in this series displays a flower for one of the months of the year.

See this ad on [inside cover](#)



Beer Mug
\$35

This beer mug is made in the style of Igne Ceramics, which is a symbol for promoting a good beer and keeping drinks cold.

See this ad on [inside cover](#)



Eto Gui Nomi
\$73

Made of wood, which imparts the flavor of alcohol, this cup has the face of this year's zodiac animal, the rabbit on the bottom.

See this ad on [inside cover](#)



Ouchi
\$89

This house-shaped set of bell is a great gift that achieves a minimalist balance of design and sound. Available in light and white.

See this ad on [inside cover](#)



Tonongochisan
\$33

This ornament resembles a piece of about 2 inches in height. It will bring a smile to your face every time you see it.

See this ad on [inside cover](#)



Washi Style Sudare
\$137

This window shade is handmade from bamboo and Japanese paper. It doesn't block the light completely but allows just the right amount through.

See this ad on [inside cover](#)

Facial Index New Collection New Frames made from High Grade Oak Charcoal



This high grade oak charcoal blended into our acetate frames is carefully selected from southern Wakayama Prefecture in cooperation with the Kawamura Forestry Association. It is said that the beneficial effects of charcoal are the generation of negative ions and negative electric currents, which have calming and healing properties on the mind and body. Without using any colored dyes, the frames bring out the natural charcoal color called sumukuro (charcoal black).

CERTIFICATE AVAILABLE

FACIAL INDEX

104 Grand St. (at Mercer St.)

TEL: 646-613-1655

www.facial-index.com

Now seeking part-time staff

Teas the Season!

Celebrate the holidays with tea gifts from LUPICIA



Shop online at www.lupiciausa.com
Customer Support: 1-866-574-4832

New locations at:
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Nyack Highlands NY Plaza (18 North Central Avenue, Nyack, NY)
Agriculture Center (111 3rd Avenue, New York, NY)

Country's leading purveyor of selected coffees and rare teas.



A great tea makes a fantastic gift. Stop by our shop and pick out one of our many varieties of fine teas. It'll surely delight anyone who receives it.



McNulty's
EST. 1977

McNulty's Tea & Coffee Co., Inc.
109 Christopher St.
New York, NY 10014
www.mcnultys.com

Fountain of Youth: Negative Ionizing Showerhead gives Positive Health Benefits

It's that time of year again: the gift-giving season. But with it also comes the harsh dry winter weather. Salon Vipe® offers a natural solution for the beauty and health conscious in their modern hair salon, which is based on the concept of using the beneficial effects of negative ions as treatment. Salon Vipe is offering the gift of youth and vitality with the CEIRA Ionized Showerhead.

Negative ions actually have positive health properties, as they are known to be anti-aging. Oxidation occurs in the cells with age and also accelerates from surrounding toxins and pollution in the environment and may be linked to various diseases. Negative ions neutralize the oxidation process to purify cells. The feature of the CEIRA Ionized Showerhead is that it contains ceramic balls

that release Far-Infrared Rays to break up water molecules, creating negative ionized water to permeate deep into the skin and hair at the molecular level. The rotating showerhead ends harsh winter dryness by locking in moisture. After showering, skin is smoother and softer and hair is protected from damage. It's also safe and beneficial to use on pets, as it helps to remove pet dander and eliminate odors. Salon Vipe promotes this revolutionary concept in all of their treatments and products to revitalize and restore hydration to your skin and hair.

The ceramic balls in the showerhead are also resistant to rust, so it will never need replacement, making it a perfect, long-lasting gift of youth and rejuvenation. You and your loved ones can have this spa-quality water in your own home. So take advantage of Salon Vipe's special 20% discount for Chaguetta NY readers and restore your health and beauty. Also, until the end of December, first-time customers will receive a 20% discount for all hair services (not including shampoo & blow).

Salon Vipe
13 Rockefeller Plaza, Concourse Level
New York, NY 10020
TEL: 212-666-0094 / www.salonvipe.com



CEIRA Ionized Showerhead will be \$300 (Plus \$250 plus tax until Dec. 31, 2011). Free one-month trial available.



MIKI HOUSE



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1800 Third Ave. (20th & Lexington)
8th Floor, New York, NY 10022

Bloomington's Bergen County
400 Hackensack Ave.
Hackensack, NJ 07601

www.mikihouse-usa.com

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TO ENQUIRE.

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all services

Shampoo & Blow \$29

Color: \$40 up / Female \$40 up

Cut: \$20 up

Treatment: \$30



TOKUYAMA SALON

238 E. 43rd St. (bet 2nd & 3rd Ave)
TEL: 866-666-0565 / www.tokuyamasalon.com

Brooklyn	Zekka Corp*	
180 Hylan Blvd. Box 610002	Book	
763-243-6023		
Queens	Amara Castle*	
3020 Bown St. Flamingo NY 11355	Amara	
943-496256		
Long Island	Amara Castle	
24 Spring Ave. Mineola NY 11501	Amara	
919-244-4331		

TRADITIONAL

Upper East	Sens*	
90 Lexington Ave. 2nd Fl. 10017	Restaurant	
212-753-9290		
Midtown East	Japanese Culinary Center*	
717 3rd Ave. 4th Floor	Culinary School	
212-485-4333		
Midtown East	Minamoto Kitchens*	
602 5th Ave. 10th Floor	Culinary School	
212-485-6291		
Midtown East	Precision Pizzeria	
5 Eater Pl. 6th Fl. 10018	Pizzeria	
212-492-9026		
Chelsea	KYOTOJIN*	
200 W. 14th St. 10th Fl. 10011	Restaurant	
212-414-7470		

East Village	Melkies	
100 E. 10th St. 10th Fl.	Restaurant	
212-477-0000		
Upper East	Kanagawa House	
100 E. 10th St. 10th Fl.	Restaurant	
212-477-0000		
Upper East	Kanagawa House	
100 E. 10th St. 10th Fl.	Restaurant	
212-477-0000		

Upper East	KITEYA SOROH*	
100 E. 10th St. 10th Fl.	Restaurant	
212-477-0000		
Upper East	KITEYA SOROH*	
100 E. 10th St. 10th Fl.	Restaurant	
212-477-0000		

Upper East	Life International, Inc.	
100 E. 10th St. 10th Fl.	Restaurant	
212-477-0000		
Upper East	Life International, Inc.	
100 E. 10th St. 10th Fl.	Restaurant	
212-477-0000		

New Jersey	Maya New York	
100 W. 14th St. 10th Fl.	Restaurant	
212-477-0000		
New York	Marble International	
100 W. 14th St. 10th Fl.	Restaurant	
212-477-0000		
New York	Wabco New York	
100 W. 14th St. 10th Fl.	Restaurant	
212-477-0000		

GALLERY

Upper East	Gallery Dekako	
100 W. 14th St. 10th Fl.	Gallery	
212-477-0000		
Chelsea	Amara Art Gallery	
100 W. 14th St. 10th Fl.	Gallery	
212-477-0000		
Chelsea	Appella	
100 W. 14th St. 10th Fl.	Gallery	
212-477-0000		
Chelsea	NYCoe Gallery*	
100 W. 14th St. 10th Fl.	Gallery	
212-477-0000		
Chelsea	Osaka Gallery	
100 W. 14th St. 10th Fl.	Gallery	
212-477-0000		
Chelsea	Pi Ka	
100 W. 14th St. 10th Fl.	Gallery	
212-477-0000		
Upper East	Amara American Arts Co	
100 W. 14th St. 10th Fl.	Gallery	
212-477-0000		
Upper East	gallery downtown	
100 W. 14th St. 10th Fl.	Gallery	
212-477-0000		
Upper East	Gallery One	
100 W. 14th St. 10th Fl.	Gallery	
212-477-0000		

OTHER

Upper East	Alcalate Press*	
100 W. 14th St. 10th Fl.	Restaurant	
212-477-0000		
Upper East	Yoko Shop NY*	
100 W. 14th St. 10th Fl.	Restaurant	
212-477-0000		
Upper East	Tony May*	
100 W. 14th St. 10th Fl.	Restaurant	
212-477-0000		
Upper East	The Manhattan Tea Room	
100 W. 14th St. 10th Fl.	Restaurant	
212-477-0000		
Upper East	Hortense	
100 W. 14th St. 10th Fl.	Restaurant	
212-477-0000		
Upper East	LIFEJIN French Tea	
100 W. 14th St. 10th Fl.	Restaurant	
212-477-0000		

* Chopsticks NY available to pick up

Answer our monthly survey & receive 3 kinds of Maeda-en matcha powder (28g x 3) and a recipe card (3 prizes)

Enter before November 18, 2011

Chopsticks NY® would like to get as much feedback from readers as possible. Please tell us what you think about Chopsticks NY® by answering the following questions.

PRIZE OF THE MONTH

5 lucky survey participants will receive 3 kinds of matcha including Maeda-en Green Tea Powder, "Ceremonial Quality", "Usual Quality" and "Culinary Quality" with the recipe card. You could enjoy a variety of matcha and learn how to make Matcha Big, Matcha Green, Matcha Mousse, and Matcha Bismarck using matcha powder.



Q1 Please tell us the title of the article that you find most interesting and why

Title _____
Why I liked it: _____

Q2 Please tell us which information in Chopsticks NY® you have found useful and actually took advantage of (Please specify the name of the service you used)
e.g. I went to Chopsticks Restaurant and ate the Special Dinner in there at _____

Please share your personal information with us.

Name: _____
Age: ☐ 24 & below ☐ 25-34 ☐ 35-44 ☐ 45-54 ☐ 55-64 ☐ 65 & over
Gender: ☐ Male ☐ Female
Occupation (optional): _____
Ethnic background (optional):
☐ Asian ☐ Japanese ☐ Mexican American/Black
☐ Hispanic ☐ Multiracial ☐ Caucasian ☐ Other
Email address: _____

Three Ways to Answer the Survey

- Go to www.chopsticksnyc.com/survey.php
- Call 212-431-4968
- Email to survey@chopsticksnyc.com

FOOD DRINK GROCERY

RESTAURANT REVIEW

Neo Sushi Studio / GCHOCURRY / Hoshinobu

ASIAN RESTAURANT REVIEW

Prime & Beyond

THE KURAMOTO

Miyazaki Hanten Co., Ltd.

LET'S EAT THE SEASON

Dakon Salad with Wasabi-Ponzu Dressing

LISTINGS

Japanese Restaurant

Asian Restaurant

SUSHI / JAPANESE

NEW! Neo Sushi Studio

3412 1st Ave. (at 7th & 8th Sts.) New York, NY 10007
Tel: 212-541-0808 / www.neosushistudio.com
Mon-Wed: 5 pm-11 pm, Thu-Sat: 5 pm-12 pm

Upper East Side is home to some of the most refined sushi restaurants in the city, and now has an exciting new addition: **Neo Sushi Studio** impresses the neighborhood's savvy diners with original style sushi made by veteran chef Steven "Neo" Wong (formerly Sushi of Gen and Sushi Seb).

Blarina turns sign covered in smooth, whipped cream-like tatsu sauce, salmon nigiri topped with seared tomato with olive oil, and octopus sashimi "Insatta" style – these are just a few examples of how Chef Neo combines traditional Japanese sushi and culinary ideas from all over the world. "What I particularly care about is giving my heart to my cuisine, in every single step from choice of ingredients, until the very final touch," he says. Jack Chang, manager and partner of the restaurant added, "We serve 'sakana' (heart) here." Their warm hospitality makes you feel relaxed as if you were in your own kitchen. The best way to appreciate what they offer is to try Densaku-Burtinguma, which consists of 5-7 courses of cold and hot dishes and always ends with sushi & sashimi plate. If you want to enjoy straight sushi, *Sushi Only Chef's Choice* is recommended.



SUSHI PLATE (PART OF OMAKASE – TASTING COURSE)



Captain Neo's sushi plate easily serves up to 4 people including Marlin tuna with figs & tatsu sauce, mackerel with truffle salt, scallop with champagne salt, 1/2 salmon with seared tomato and olive oil, seared 1/2 salmon with Dorito sauce, fig with Prosciutto and truffle with Kani & Miso and beef oil.

3 Best Sellers

- **Sushi Only Chef's Choice** \$28
- **Whole Fish Steamed Congee**, Cilantro Supreme \$12
- **Bayou Craw Fish Tempura** \$12

JAPANESE CURRENCY

GO!GO!CURRY!

333 W 34th St. (bet 7th & 8th Ave.) New York, NY 10018
 Tel: 212-233-6666 / www.go-go-curry.com
 Sun-Fri 10:30 a.m.-10 p.m.

GO!GO! CURRY! offers New Yorkers a place to experience fun, home-style Japanese cuisine. Specializing in *ishikawa* curry, which comes from the home prefecture of #55 baseball player Hideo Matsui, it's no coincidence that this gemnet district restaurant's name is **GO!GO! CURRY!**, which translated in Japanese means 5-5. *Ishikawa* curry is different from Thai and Indian curries; it is a rich, mildly spiced, gooey pork gravy, thick enough to eat with a fork, served in a stainless steel bowl. The simplest way to enjoy their curry is straight, over a pile of rice, which comes in baseball inspired sizes. "The Wink" is the smallest most is the single and double followed by the triple which is the largest. Most customers go one step further and add one of the ten available toppings which range from deep fried potatoes to pickled Japanese radishes. "The Grand Slam" combo



offers a sample of several items including rice, curry, 2 sausages, 1 shrimp, 1 pork & chicken outlet and a hardboiled egg. Coming up on its 5th anniversary next year **GO!GO! CURRY!** has built up a regular fan base of day time office workers, night time students, and weekend-shopping families.

PORK KATSU CURRY



Great for warming the stomach on a chilly day, Pork Katsu is lean pork cutlet covered in dense crust of pan-fried crumbs that is deep fried to order. Thick *ishikawa* curry blend marries the cutlet to sticky rice while thin sliced cabbage provides a cool interlude that rounds up the dishes rich flavors.

3 Best Sellers

- Katsu Curry \$11-12.95
- Chicken Curry \$11-12.95
- Grand Slam \$12.95

JAPANESE / IZAKAYA STYLE BAR

Hachember

71 Clinton St. (bet Santos & Livingston St.) New York, NY 10013
 Tel: 212-532-4361 / www.hachember.com
 Tue-Thu: 5 p.m.-1 a.m. Fri-Sat: 5 p.m.-3 a.m. Sun: 4 p.m.-12 a.m.

This June theater critic and play producer, Toshi Cappuccino decided to start a second act of his own, by opening the restaurant bar **Hachember**. Its name is the English parody of "hachinba", Japanese slang for the area that is home to Japan's gay community and whose original meaning is



"where people get together and develop new things." Hachember here is an izakaya open to people of all walks of life, offering a wide variety of homemade Japanese favorites. For example, *Kyushu*-born Toshi chose to feature champion noodles, thick ramen served in a rich pork broth with an abundance of toppings, as they represent his hometown island of Kyushu. The hottest dish is the *Kamao Curry*, one that Toshi has trademarked with his own name. Hachember also has an extensive array of drinks to accompany your meal or be enjoyed on their own. In particular, Toshi recommends the Hachember signature cocktail, comprised of vodka, calypso, grapefruit juice and lychee. Building on his dramatic background, Toshi plans to hold periodic shows on late weekday nights where he and other artists will perform at the restaurant's piano.

TOSHI CAPPUCCINO-STYLE KREMA CURRY



Toshi Cappuccino-style *Krema Curry* is a fun and away Hachember's most popular dish. Toshi makes it without water, instead sautéing meats with garlic and infusing them with ground pork or beef. Cold carrots are sautéed with fruit, bright red tomatoes, and the final product is served with saffron rice.

3 Best Sellers

- Toshi Cappuccino-style Crema Curry \$11
- Chicken \$14
- Shrimp \$12



Japanese Restaurant Guide

\$25 Average price for a 10-course omakase lunch (not in select)

- Eat/drink here solo
- Open for lunch
- \$10-\$15 per drink
- \$16+ per drink
- Family Dining
- Reasonably Priced
- Local Favorite
- Impassioned Chefs
- Excellent Service

• Coupon available in www.cheaptickety.com
• Chopped off \$10 available to pick up

Upper West

Upper West **Akita Susho Lounge**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper West **Bar Maqui**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper West **Blue Japanese Restaurant**
100 W. 10th St. (at 10th Ave) \$15-25 L
212-693-1439

Upper West **East**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper West **Hana**
400 Amsterdam Ave. (at 105th St) \$15-25 L
212-693-1439

Upper West **Ichiro Japanese Restaurant**
100 W. 10th St. (at 10th Ave) \$15-25 L
212-693-1439

Upper West **Kizuna**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper West **Kozuma**
400 Amsterdam Ave. (at 105th St) \$15-25 L
212-693-1439

Upper West **Kuma Susho**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper West **Mama Susho**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper West **Mama Organic Cafe**
400 Amsterdam Ave. (at 105th St) \$15-25 L
212-693-1439

Upper West **Mesa**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper West **Mitoku**
400 Amsterdam Ave. (at 105th St) \$15-25 L
212-693-1439

Upper West **Morimoto Kaitumori**
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212-693-1439

Upper West **Nest Bar**
300 Columbus Ave. (at 125th St) \$15-25 L
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Upper West **Ova**
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Upper West **Planet Sushi***
300 Columbus Ave. (at 125th St) \$15-25 L
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Upper West **RAND**
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212-693-1439

Upper West **Saga Grill**
300 Columbus Ave. (at 125th St) \$15-25 L
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Upper West **Seiji's**
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212-693-1439

Upper West **Soma Sushi**
300 Columbus Ave. (at 125th St) \$15-25 L
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Upper West **Sun-Chen***
300 Columbus Ave. (at 125th St) \$15-25 L
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Upper West **Sushi A-Go-Go**
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Upper West **Sushi Hana**
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212-693-1439

Upper West **Sushi Yu-Z**
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212-693-1439

Upper West **Tanaka**
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Upper West **Toshiba**
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212-693-1439

Upper West **Vina Susho & Sake**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper East

Upper East **Aki Susho**
100 W. 10th St. (at 10th Ave) \$15-25 L
212-693-1439

Upper East **Daigun**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper East **East Japanese***
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper East **Fuji Yama**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper East **Ginza**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper East **Hana**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper East **Hiro Sake Bar**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

Upper East **Ichiro**
300 Columbus Ave. (at 125th St) \$15-25 L
212-693-1439

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The Sushi Shop Run by a Fish Dealer

浪 ronin

Have you ever eaten truly delicious Tuna?

The taste of Tuna differs greatly depending on the cut. We use cooking methods that maximize the flavor of various cuts such as Kama, Hakekuchi, Donari, etc. Have you ever enjoyed the unique flavors of these cuts?

— By Mr. Kameda, the owner and a fish specialist

Only one of 100 restaurants in the world

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Only one roll containing Tuna and get a second roll FREE! (ends Nov. 30, 2011)

Ronin

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212-213-5137 / www.roninbarandgrill.com
Sundays Closed
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[illegible]

cho cho san
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212-671-1500
www.chochosanrestaurant.com

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Check out our
gallery of
Buddie's photos!



Chelsea

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80 W. Ave. 5 (bet. 34th & 35th St.)
212-693-0000

Chelino **Delish Susho***
80 W. Ave. 5 (bet. 34th & 35th St.)
212-693-0000

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meal with family or friends.
201 W. 31st St. (bet. 30th & 32nd St.)
646-255-3334

Chelino **IRON SUSHI**
40 W. Ave. 5 (bet. 34th & 35th St.)
212-693-0000

Chelino **Isakaya Ten**
301 W. Ave. 5 (bet. 34th & 35th St.)
212-693-0000

Chelino **Musubi**
301 W. Ave. 5 (bet. 34th & 35th St.)
212-693-0000

Chelino **Musubi Chikara**
301 W. Ave. 5 (bet. 34th & 35th St.)
212-693-0000

Chelino **Musubi Susho***
301 W. Ave. 5 (bet. 34th & 35th St.)
212-693-0000

Chelino **MORIMOTO**
301 W. Ave. 5 (bet. 34th & 35th St.)
212-693-0000

Chelino **Naku Maku**
301 W. Ave. 5 (bet. 34th & 35th St.)
212-693-0000

Chelino **Tanuki Tansu**
301 W. Ave. 5 (bet. 34th & 35th St.)
212-693-0000

Chelino **Tanuki**
301 W. Ave. 5 (bet. 34th & 35th St.)
212-693-0000

Chelino **Tanuki**
301 W. Ave. 5 (bet. 34th & 35th St.)
212-693-0000

Gramercy

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A New Look at the Steakhouse

A traditional American restaurant style takes on a unique twist at **Prime and Beyond** steakhouse. Since 2003, fans have sworn by the original, family-owned butcher shop and restaurant by the same name in Fort Lee, New Jersey. Now New Yorkers get a chance to try the goods.

"This is my vision," declares high octane co-owner Kevin Lee. Stripped of the pomp and velvet curtains of conventional steakhouses, Kevin's East Village restaurant is decked out like a hip butcher shop with shiny, gray gallery floors, accent mirrors and white painted brick walls. Others interested in watching their meat sizzle can settle up to grill side stools.

Like many respected steakhouses, Prime and Beyond hand-selects only from top U.S.D.A.

Prime grade meat and does the entire aging process in-house resulting in their food network celebrated Dry Aged Lamb Chop and the Dry Aged T Bone, which only needs a pinch of flaked sea salt to bring out its concentrated meat flavor. Beef for burgers is ground on the premises daily. While the meat and handling are American, the final product on many plates is decidedly Eastern. "Mama is the head chef," says Kevin. Kimchi, scallion salad, and curry sauce provide meat lovers with a new perspective on old favorites. One of the most popular dishes is a classic burger that is dressed Asian style with a fried egg and slice of American cheese then served with white rice. Open late with a laid back atmosphere, Prime and Beyond is the type of place where you can walk in and eat well wearing nothing fancier than jeans and sneakers.



◀ The intense, concentrated meat flavor of dry aged, marbled steaks are perfectly balanced by a salad of scallion dressed in special dressing with red pepper, vinegar and oil.

▶ Rich and creamy is the best way to describe the decadent combination of ground prime beef, fried egg and cheese lovers that make up the Burger and Fries Set.



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The Allure of Red Meat in Star Chef Extravaganza

Packed with star-studded workshops, demonstrations and cook-offs, the StarChef.com International Chefs Congress provides the latest information to chefs, entomologists, food business owners and journalists who look for new ideas and products. In the sixth installment of this annual event held on October 3-5, True World Foods (TWF), a U.S. wholesale seafood distributor, carried out a demonstration of preparing maguro (tuna) into sushi in collaboration with Executive Chef Yoshihide Terada of Azaabu Sushi, the Michelin starred restaurant in Tribeca.

Attendees first enjoyed watching Chef Terada's knife effortlessly but carefully cut a 450-pound farm raised bluefin tuna down to small sushi sizes and score each piece, allowing the sauce to be applied well and cover the rice naturally. They then made a line to appreciate nigiri sushi. "I was getting a little anxious because it was way too long to wait, but it ended up being so worth it. It's like the Kobe beef of the sea. Wonderful, decadent, fatty, rich, smooth and creamy. I have to figure out how to get another bite," said James Carnot, executive chef of Alhambra in Texas. Sebastien Houle, executive chef/owner of Le Bon Patisserie in Quebec commented, "There is nothing comparable to bluefin tuna the way it was prepared today. Its freshness, the way it melts in your mouth



is something unbelievable. I like to work with fish a lot in the cuisine in my restaurant, but this is outstanding. It's on another level for sure."

Since the tuna's flavor differs depending on which parts of it are used, people lined up numerous times to try a multitude of tastes. The crowd remained strong for two and a half hours, which surprised even Chef Terada himself. "I did not expect such great success today. I should have prepared earlier," he said with a humble smile.

Fish from Tsukiji: Vital Player for Esteemed Sushi Restaurants

Seafood from Japan is always sought after by sushi chefs in this country. But what makes it so special? Chef Terada explains, "The Japanese have customarily eaten raw fish. Fishermen know how to handle what they catch, and distributors strive to maintain the fish's best quality until consumers can eat it. In this sense, Japanese fish can be said to be superior in terms of eating it raw." At Sushi Azaabu, 70-80% of the fish used for sushi and sashimi comes from Japan, and "bikanimono" fish are all flown over from Japan. Chef Terada relies in many ways on the quality seafood that TWF provides. "Aside from the fact that they supply a variety of seafood, I trust them to constantly provide quality seafood. This is so crucial to our restaurant that I don't sleep on it. I heard that they have buyers at Tsukiji Fish Market, so for sushi chefs like me who have full knowledge of what's available in Tsukiji, it's easy to place specific orders." The bond between TWF and Chef Terada that led to the event's success continues to satisfy food lovers and even impress fastidious food professionals.



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Let's Eat the Season

-Daikon-

Daikon radishes become more flavorful and nutritious starting in late autumn and continuing through mid-winter. You have probably tried daikon in Japanese restaurants as daikon crosti (grated daikon) served next to tempura and grilled fish or mixed with salad dressing, but Japanese people enjoy this root vegetable in various ways: boiled, steamed, and pickled, as well as fresh. This month, Misako Sassa introduces a refreshing daikon salad that utilizes the

radish's sweetness, bitterness, and crisp texture. The nutty and sharp taste of arugula and the smoky smell of bonito flakes add body to this dish, while the spicy wasabi dressing stimulates your appetite. Daikon is rich in fiber and vitamin C and contains an abundance of amylase, an enzyme that catalyzes the breakdown of starch into sugars. So, this salad is perfect for the upcoming party season, when people tend to overeat.

Daikon Salad with Wasabi-Ponzu Dressing



[INGREDIENTS] (Serves 4)

- 3 cups shredded daikon
- 2 cups arugula
- 1 package (3g) bonito flakes
- 1/4 cup ponzu sauce
- 1/4 cup olive oil
- 1 tbsp lemon juice
- 1–2 tsp wasabi paste (depending on your preference)

[DIRECTIONS]

1. Make dressing by mixing ponzu sauce, olive oil, lemon juice, and wasabi paste.
2. Shred daikon with a mandoline slicer.
3. Layer shredded daikon, arugula, and bonito flakes on plate.
4. Pour the dressing over the salad right before serving.



Tip: If you use a mandoline slicer to shred the daikon, this salad takes 5 minutes to make. If you don't like or don't have bonito flakes, you can always substitute shredded chawan, crumbled, crispy bacon, or any other topping of your choice. Enjoy!



MISAKO SASSA Japanese cooking instructor/food consultant. Misako teaches authentic Japanese cooking, focusing on simple, delicious, and healthy home-style cooking using seasonal and local ingredients.

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How to Clean a Cutting Board After Preparing Fish

In order to get rid of the smell after preparing fish, rub the cutting board with salt and scrub with a sponge and cold water. Do not use hot water for this. It causes the opposite effect. In case the salt and scrub method does not take away the smell, rub the salt into the cutting board with the cut side of a lemon and scrub this circular motion.



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A serene environment at the foot of the Suzuka Mountains in Mie Prefecture is the home of Miyazaki Honten. Established in the late Edo Period in 1846, the brewery has been pursuing genuine sake taste under the company philosophy "Quality First."

What's particularly unique about this brewery is that it is certified to produce a variety of categories of products, not limited only to sake. They can also produce *otsu-ru* (hantoku) shochu, *ko-ru* shochu, liquor, whiskey and sake (sweet unseason-

ing sake). This gives them the freedom to create totally original drinks and products without being bound by any rules. They do things like mixing sake and shochu to create a unique liquor, and blending hantoku shochu and *ko-ru* shochu to get light, aromatic shochu. Mr. Yoshiyuki Miyazaki, the 6th generation president of Miyazaki Honten, explains, "When a company loses its innovative mind, that's the beginning of its decline. We have maintained our innovative spirit ever since the company's establishment, so we never lack fresh ideas or creativity."

Staying close to the local community is another feature of the brewery. Take their flagship product, Miyazakizuki as an example. This premium daiginjo sake is made from locally grown Yarus-dan-shiki rice, extremely soft, high-quality ground water from the Suzuka Mountains, the brewer's original (patented) koji yeast and house-made koji mold. "We contract with local farmers to receive premium ingredients which are perfectly traceable. We aim to sell sake which reflects our regional features on the global market," says Mr. Miyazaki.

The brewery's products, including Miyazakizuki, have been awarded prizes by the Monde Selection for 28 consecutive years. Out of their excellent selections, the Miyazakizuki, rice shochu Takemokum and barley shochu Kana are currently available in the U.S. By the end of the year, the light-tasting, *ko-ru* shochu, Kinriya will join the list. Kinriya has become exceptionally popular in Japan over the past few years and its sales have significantly grown. New York will soon understand what the folklore is all about.

Miyazaki Honten Co., Ltd.
872 Minami-Owarijima, Kusanagi-cho,
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TEL: +81-643-619111
www.miyazakizuki.co.jp



THREE THINGS YOU SHOULD KNOW ABOUT MIYAZAKI HONTEN CO., LTD.

Miyazaki Honten brews sake in buildings that have been handed down over the years. Some of the well-maintained sake brewing facilities were built during the Meiji Period (1868-1912). In 1936, six of these traditional carpenter, including their distillery, were registered as National Cultural Properties. The store, constructed in 1921, is now used as an exhibit hall and for trading and sales, where customers can feel the unique atmosphere as they sample sake and stroll around the store.



While the local that carries on a tradition, the company has been improving. Miyazaki Honten introduces new products to the market. Developing original products, employing new innovation management and quality control systems, and expanding facilities are just a few examples of this. The corporate culture is the source of Miyazaki Honten's creativity.



In addition to brewing sake, Miyazaki Honten is certified to produce multiple categories of products, such as *otsu-ru* (hantoku) shochu, *ko-ru* shochu, whiskey, liquor, and sake. This wide variety of offerings enables them to fully use their technology and create products that satisfy needs and consumer needs. Receive Miyazaki Honten's sake and shochu in the heart of New York at Miyazaki Honten.



Masterful Home Cooking with Kurosumaru

With no outside signage, restaurant Tsukushi has been a nice, relaxing hideaway for those in the know, getting to have their own personal dining room away from home. A lot of regulars are completely trusting of owner/chef Norihiko Minabe's cooking and happy to leave the entire dinner plan up to the chef. The restaurant carefully selected their drink list of shochu, wine and sake to go with the restaurant's cooking style, and Suntory's Kurosumaru is one of them. Here, Chef Minabe and his wife, Yuko, talk about the appeal of shochu and how Kurosumaru is received.

How is shochu received in your restaurant?

Yuko: 80% of our customers are Japanese, and they order shochu by the bottle. We have four kinds of sweet potato shochu and three different barley shochus, but the customers favor the former. We also have sake, but these past few years, the popularity of shochu has surpassed that of sake.

How about non-Japanese customers?

Yuko: Our non-Japanese customers are becoming more aware of shochu. Although they still seem to prefer sake, a significant number of non-Japanese customers order shochu now.

How would you describe the flavor of Kurosumaru?

Yuko: Smooth, round and light. It's easy to drink and tends to go well with any kind of food. I notice that female customers particularly like Kurosumaru.

Would you describe what type of food you serve here?

Norihiko: We serve vast home-style Japanese cooking. I do use some French techniques at times here, but it's based on the style of food people in Japan eat at home. We do not have a set menu and I cook dishes using what's available that day. We usually serve 6 to 7 course meals, starting off with some light vegetable dishes, then we go on to sashimi, some kind of nabe (stewed dishes), grilled fish, meat dishes, and we end the course with either a noodle or a rice dish, and a light dessert.

What are some of the fall specials, and how would Kurosumaru pair with them?

Norihiko: Today, I cooked three dishes, *Duo à Sahai* with Japanese Style Dressing, *Steamed Oyster with Miso (Grated Daikon) Sauce*, and *Hijiki no Shiozuke (Hijiki Seaweed Dressed with Tofu Paste)*. All of them are lightly seasoned to complement Kurosumaru's mild taste. I also want to offer seasonal flavors, so I chose duck and oyster, which are really tasty right now.

How do you recommend drinking Kurosumaru?

Yuko: Well, my customers like it either on the rocks or ayuwari (just with hot water). I think that is the best way to appreciate Kurosumaru's elegant aroma and delicate flavor.



Chef Norihiko Minabe prepares each dish by making good use of his French culinary background and Japanese sensibility. It might be really subtle on the palate but each dish has layers of flavor and an ensemble of textures, which pairs well with Kurosumaru shochu.



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TATENOKAWA 18: A First Impression of Japan's Finest

This month sake enthusiasts have reason to celebrate. For the first time ever TATENOKAWA 18, junmai daiginjo sake made by TATENOKAWA brewers in Yamagata prefecture, will be available to consumers in the U.S. For a first taste of this extraordinary sake we interviewed Rick Smith, owner of Sakaya, the first shop on the East Coast to sell sake and shochu exclusively.



How would you describe the flavor of TATENOKAWA 18 to our readers?

Complex, nuanced and fruity. The flavors are prominent, but they are not overwhelming. There is a good deal of fruit on the front end—Asian pear and other fruits like nectarine and peach. Then it spreads across the palate and you get a spice flavor. It has a relatively long, dry finish at the very end and a light, elegant style.

What do you think makes this sake appealing to the U.S. market?

It would be appealing to anybody because it

is delicious for the wine drinkers particularly. It would have great appeal for people who are looking for a great deal of subtlety and nuance, for people who have experienced layers of flavor. Also it uses rice that is milled down to 18% of its original size, which is something of interest to people. Some people like to go for the first, most special, the one and only, particularly New Yorkers. It is the most highly milled rice of any sake in the U.S. and as far as what is available here, it is unique.

What type of glass would you use for this sake?

The great thing about sake is that you can drink it out of any number of cups or glasses and you get a different experience. A sake like this would probably be best in a cup that has a tapered structure so it concentrates the aroma to your nose. The smaller opening will also direct the sake down your palate. It's fun to try one sake in a number of different drinking vessels, so I would recommend that people experiment.

What serving temperature would be good for this sake?

Slightly chilled, you don't want it to be icy cold because it will suppress the flavors and aroma. If you warm it up it will eliminate

some of the acidity and might become too sweet, so just below room temperature is best.

What food pairing would you recommend for this sake?

This is more of an aperitif. Possibly it would pair well with something very light like fuku sashimi, but I think you just want to enjoy it alone.



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Crafting Tokubetsu Junmai Sake "Yamada Nishiki"

Episode 3: Tojuku (Grain Filling)

Following rice ear emergence, flowering and fertilization, it takes the rice ear 40 days to store starch. This grain filling period is important for producing Yamada Nishiki's characteristic large grain, wheat-colored unpolished rice. Fertilizer is not used so as to store starch without in-

creasing protein. However, since the grain filling process requires a lot of energy, insufficient fertilizer will result in nitrogen deficiency, compromising Yamada Nishiki quality. Therefore the rice field's soil fertility greatly influences rice quality. The superior soil quality found in Hyogo's Super A rice farms (introduced in the first article of this series) and the age-old organic fertilizer that requires post-harvest rice straw make the soil fertility extremely high.

In order to take full advantage of the rice field's soil fertility, it is critical to preserve the earth's energy. The continuous intermittent watering and flooding with fresh water, provides the roots with a sufficient supply of nitrogen. While the summer heat lingers during this time of the year, Hyogo's Yamada Nishiki production area has mountain bases and valleys with altitudes of 50-100 meters giving a significant drop in temperature of 10 or more degrees Celsius at night. These climatic conditions are suitable for improv-

ing the growth of Yamada Nishiki grain. However, the period from grain filling to harvesting overlaps with Japan's typhoon season, a cause of trouble and anxiety for producers.

It is via its producers' efforts, soil quality and weather conditions that Super A rice farms' Yamada Nishiki can largely be grown until the ears hang. The ears are left to grow almost to the verge of falling and when the rice ears change color from green to gold, it is finally the perfect time for harvesting.

(Continued in the next article)



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Grocery & Sake Guide

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POTATO & ASPARAGUS STIR-FRY



INGREDIENTS (serves 2-3)

- ☐ 1 lb (16 oz) Yukon gold potato
- ☐ 1 lb asparagus
- ☐ 1 tbsp grated ginger
- ☐ 2 tbsp extra virgin olive oil
- ☐ (Sauce)
- ☐ 2 tsp Kikkoman Oyster Sauce
- ☐ 2 tsp soy sauce
- ☐ 2 tsp honey

INSTRUCTIONS 1. Cut Yukon gold potato into 1/2-inch-wide sticks and

cut asparagus into 2-inch-long pieces.

2. Heat Kikkoman Oyster Sauce, soy sauce, and honey to make sauce.

3. Put extra virgin olive oil in a nonstick pan and stir-fry potato for about 2 minutes.

4. Add asparagus and stir fry another 2 minutes.

5. Add grated ginger and pour sauce over vegetables and mix well.

(Recipe courtesy of Tamara Kikkoman)

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LET CREATIVITY SHINE WITH OMUSUBI MAKING

Rice balls or *omusubi* (also called *onigiri*) are one of the most common foods in Japan. It originated as an efficient way of using leftovers from the night before and today, it has become an item Japanese people cannot live without, whether it's for school lunches late night snacks, or any occasion one might need a portable meal. The convenience of *omusubi* is that, you can pretty much make anything into a rice ball. The idea of creating a ball out of rice may seem easy enough, but the world of *omusubi* is deeper than one might think, with so much variety in shapes, sizes, colors, and flavors. To explore the world of *omusubi* and pick up on my *omusubi* technique, I consulted Ms. Ayane Iwano, the manager of *Omusubi*, a rice ball specialty store in Manhattan.

According to Ms. Iwano, the first thing is to choose rice that is appropriate for *omusubi* making. The short grain variety like Japanese rice such as *Koshihikari* makes for best results. The moisture level in the rice will make a huge difference in the outcome of the *omusubi*. Typically you must use 1.2 times the amount of water to the amount of rice, but now chefs introduced to the market in October usually combine more moisture in the grain so less water is needed in this case. In the winter, cold water does not open up the grains as much, so make sure to soak the grains in lukewarm water for 30 minutes before cooking. Once the rice is cooked, fold some air into the rice with a shoveli (rice paddle) for extra fluffiness.

There are several common shapes: the round, triangle and barrel shaped, that one can easily do at home, but all rice balls start out the same. Always have a bowl of water nearby to keep your hands consistently moist, preventing the rice from sticking to your hands. After wetting your hands, cover your palms evenly with a pinch of fine sea salt, then place a handful of hot rice in your palm and then begin rolling the rice, alternating hands while gently squeezing to create a firm ball. For stuffed *omusubi*, make an indentation in the center of the rice and place the

stuffing in it before making a ball. To create a triangular shape, cup your hand to make a 90-degree angle with your palm and rotate the rice while squeezing until all the triangular points are shaped. To make a barrel shape, use your fingers to flatten the sides as you roll the rice in your hands. Whichever method you choose, the key is to move fast, as the rice loses stickiness when it cools down, making the process a lot harder. Ms. Iwano suggests, "If making the shape with your hands is too hard, you can always use an *omusubi* mold." The mold set they carry comes in two sizes for making triangular shapes, but there are some other types of molds available in Japanese grocery stores and online.

Once the shape is done, one can use *non* (dried seaweed) to decorate it. There are a couple of common wrapping styles. One way called "himerusubi" covers the rice almost entirely with just one tip of the triangular shape open. The *non* wraps the *omusubi* like a kimono, and you can put toppings in the open tip to give an accent. "Obitori" style is to wrap rice as if tied with an obi sash. Another common way is to place rectangular *non* on the bottom of *omusubi* and expose a fair amount of the rice, allowing you to dress the rice with *tunika* (dressed flakes) or sesame. Whichever style you try, make sure you always place the surface (shiner side) on the outside.

When it comes to flavor, stuffings like pickled plum, grilled salmon, tuna and mayo have been traditionally popular, but anything goes in the world of *omusubi* today. Using colorful soy sauce instead of *non* can add a splash of color fit for a festive occasion. The fun thing about *omusubi* is that from flavor combinations to shapes, imagination is the limit. It's a great way to spice up a party or a lunch box.

—Reported by Miye Robinson

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1. Rice stuffing in the center. 2. Create a 90-degree angle for triangular shape. 3. Use Iwano teaches a way to wrap *omusubi* called "himerusubi". 4. You can always use *tunika* (dressed flakes) instead of *non* to add color. 5. Obitori: another way of wrapping *omusubi* with *non*. 6. Once you have the *tunika* down, you can make a variety of *omusubi* and make it fun for your family.



Nihongo YOMOYAMA Talk

Yomoyama literally translates as "mountains in all directions" but is used to mean "miscellaneous things." Here we randomly pick a topic and take you deeper into the complex world of the Japanese language.

Characters and Letters That Japanese Use

It is well known that Japanese people use three types of characters—*hiragana*, *katakana*, and *kana* (Chinese character)—when writing. This amazes non-Japanese who use only one type of character but also confuses and discourages those who are studying the Japanese language. In addition, Japanese do not put spaces between words, so things are even more complicated for those who are learning Japanese. Using *hiragana*, *katakana*, and *kana* all together, however, actually helps people understand what's written and allows them to read faster. Look at the following example. The sentence is the very first line

from the novel *Yakuge* (Snow Country) by Nobel laureate Yasunari Kawabata.

1. コッポウのやうな山がいたるところをわたる雪の国であった。
2. 民衆のあひだに雪の国がはるかに遠くまであった。

(As the train came out of the long tunnel at the border, the snow country appeared.**)

The first sentence is written only in *hiragana*, and it's not easy to understand what's written, even for native Japanese. In contrast, the second version, using all three types of characters, gives a clear idea of each word and its meaning. *Kana* are ideograms, letters with meaning, whereas *hiragana* and *katakana* are phonograms, letters that represent sounds. *Kana*

in particular are helpful for understanding the meaning of words. Also, there are some rules for which character can be used with which word. Most compound words and idioms are written in *kana*. Nouns, verbs, and adjectives are mainly written in a combination of *kana* and *kanji*. *Katakana* is used for reported words and often for onomatopoeia. When people want to emphasize a word, *katakana* is employed as well. Accordingly, it is important to learn all three types of characters because this ultimately will remove confusion.

* 国境をわたると山が雪の国にあらわれた。

** Translated by Chieko Iijima, NY edition department.

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MANGA & ANIME REPORT

Stories of Medieval Japan

By YUSUKE NOMURA

Medieval Japan, the time of swashbuckling samurai, glamorous goashu, stealthy ninjas, and mighty warlords. Manga set in those bygone days, called *jidaï manga* (period manga), has long been an immensely popular genre. The genre encompasses diverse themes, styles, and there are various sub-genres, making it hard to summarize in the limited space. So, to give an overview of this genre, I will introduce some of the most popular and influential *jidaï manga* from three categories divided by the target age groups: *seinen* (adults), *shojo* (girls), and *shojo* (girls).

Aimed at adults, serious *jidaï manga* typically contains graphic battle scenes and complex themes dealing with concepts such as *bushido* [way of the samurai life], honor, and revenge. Two titles from the 1980s are *1870s*, *Kamui Den* [The Legend of Kamui], and *Kisarû Okami* [Lone Wolf and Cub], pioneered the *jidaï manga* genre and have become enduring classics. A new favorite: *Vagabond* by the renowned artist Takahite Inoue, is a fictionalized portrayal of the famed swordsman Musashi Miyamoto. It offers plenty of battles and adventure, not to mention distinctive artwork which Inoue created

using ink brushes in addition to typical pens.

Like its seinen counterpart, *shojo jidaï manga* contains plenty of action, adventure, and sword battles. However, being aimed at boys and adolescents, the violence tends to less graphic, and the stories often contain comedy, science fiction and fantasy. *Naruse Kinshirôji Nobunura Watsuki* is perhaps the most famous. The hero, formerly a deadly assassin, renounces killing, and lives the rest of his life helping those in need. Lovable characters, touching relationships, and fantastic action make this one impossible to resist. A recent smash hit, *Genji*, infuses the genre with science fiction and comedy. Set in an Edo period (1603-1868) in which the City of Edo is ruled by aliens and packed with gags, jokes and satire, it is sure to amuse you.

Girls may not love sword-fighting samurai as much as boys do, but there are a handful of popular *jidaï manga* for girls too. The shogun-variety often includes heavy doses of romance along with the historical themes. *Kaze Mikazuki* bends the boundaries of gender and romance with a cross-dressing heroine who joins an elite police force, disguised as a boy. Another favorite, *Mabashû Jûrenka*, which is based on the popular *eddo* game, contains elements of the Yaoi (Boys' Love) genre, combining homoerotic romance with action and adventure in Edo period Kyoto. Perhaps the most imaginative of the category, *Chotto Edo Made*, presents an alternate reality in which the Meiji Restoration never occurred, and the Tokugawa regime stayed

in power.

The *jidaï manga* genre offers plenty to choose from, and this may make those who are new to the genre swayed where to start. However, many popular titles including *Genji*, *Kisarû Den*, *Kaze Mikazuki*, *Kisarû Okami*, *Naruse Kinshirôji*, and *Vagabond* that I introduced here are available in English. They may be good to start to explore the profound world of *jidaï manga*.

Vagabond Pack 1



Vagabond Pack 2



Yusuke Nomura

Expert of anime and manga related products in Kinokuniya's Manhattan locations. His favorite title from the genre is *Tales of Genji* by Tezuka Osamu, based on the story by Iwano Oshika.



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MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterizes Japan's spirit of constantly improving quality.

Vol. 16 - MONO of the month

Air Wave

Many of us have had our hair permed at one time or another. But it always seems as if the permanent never lasts long enough and it causes a lot of damage to one's hair. Now, you can finally get the perfect waves in a revolutionary hair perming process called "Air Wave." Developed by TAKARA BELMONT, Japan's premier salon equipment manufacturer, Air Wave creates long-lasting, silky soft waves and causes less damage to hair unlike a conventional cold perm or a digital perm (just perm).

The key concepts of the Air Wave system are low temperature and air flow. Originally, TAKARA BELMONT researched the fundamentals of how hair creates and retains its memory in collaboration with a professor in Kyoto Women's College, and Shinada Corporation in Japan. Through this research, they concluded that temperatures as low as 50-80°C (122-140 °F) would be just enough to allow hair to memorize waves without causing significant damage. Based on this theory, the engineers at TAKARA BELMONT developed the Air Wave system. "The hardest part was how to keep the temperature low and constantly warm hair. It took a while to reach the idea of air flow," explained Osamu Nakamura, Marketing Manager of TAKARA BELMONT. "Over 2,000 hair samples were used in researching the exact temperature, time, and air flow that was needed to get the best results for any type of hair."

Traditional perms follow a regimen of shampoo, attaching rods, perm solution, rinse, then neutralizer. On the other hand, the Air Wave system utilizes special rods that can be connected to tubes to extract moisture,

and two additional steps called "cure" and "glass" steps, each of which takes approximately 10 minutes. During the "cure" step, warm air, at about 55 °C (131 °F), is blown onto wet hair rolled on rods, which makes the cortex (interior structure of hair made of multiple longitudinal fibrils) able to move more easily. Damage is kept to a minimum because the temperature is low enough. During the "glass" step, the rods are connected to tubes to extract the perm moisture while hair is being dried with warm air. The step is particularly important to create memory in the hair and keep the waves without causing a lot of damage to the hair.

In the Air Wave system, by creating memory in the hair's naturally dry state, waves last up to 1.5 times longer than a traditional perm, up to about four months. In addition, the Air Wave can be used on most hair types to create curls with little or a lot of volume and can even be used with short hairstyles. Thanks to the innovative Air Wave system, now you can achieve hairstyles you have dreamed of!

*There are currently three hair salons that offer Air Wave in NY and NJ. Contact TAKARA BELMONT for more information.

In 1951, TAKARA BELMONT started out making barber shop chairs which could be moved up and down. They have since expanded to the medical and dental fields, providing high-quality chairs and surgery tables. In addition to a variety of hair salon machinery and treatments, TAKARA BELMONT celebrates their 50th anniversary this year.

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During the "glass" process, tubes suck out the excess moisture while hair is being dried at a low temperature.



There are nine different sizes of rods which may be used based upon the customer's hair type and desired style.



The results: less damage with long-lasting, silky and natural curls.

"We heal both mind and body."

Beauty Advisor of the Month: Yuko Nozaki at iDo Holistic Center

Would you tell us what is the significance of your holistic center?

We are a healing center based on the concept of Oriental medicine and other acupuncture, herbs (Chinese herbal medicine), and shiatsu. What distinguishes Oriental medicine from Western medicine is that its goal is to prevent disease, not to treat disease. Also, Oriental medicine was established on the principle of *ki* (also called *chi* or *prana*). *Ki* is basically a passage of *qi* (life force) energy.

What is the feature of shiatsu massage that you offer here?

First of all, we offer not only shiatsu but also Swedish massage and deep tissue massage. But speaking of shiatsu, it is a type of treatment that gives pressure to "tsubo" known as acupoint and releases tension and corrects the internal body balance. Tsubo is a station

of *ki*. When *qi* energy is stagnant, people feel unwell. So we give pressure to the station and make the energy flow smoothly. It stimulates tsubo from the outside, but it heals the internal body because each tsubo is related to a specific body part, including internal organs. In this sense, shiatsu is completely different from a muscle relaxation massage.

Do you see any characteristic health problems among New Yorkers?

Many of them are related to stress. Problems like PMS, allergy, and infertility are caused by mental stress, for example. So, we try to communicate with both the mind and body at the clients and let them heal from the inside.

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Beauty & Health Tip

from Ms. Nozaki

It is important to try to stretch often. 1 or 2 minutes stretch is not good, but after resting a little, you'll notice how good it feels. The body is not usually balanced; it is necessary to always stretch to keep it properly maintained. While the body is unbalanced, it can easily be recovered, so getting into the habit of doing stretches for your personal stress and pains even for a short time is good, but I think it's better to do it often.



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Bone Therapy has become a hot topic in the Japanese media, and has become incredibly popular in Japan.

See the website for details

www.beautymade.com/en/



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Gentle Wash With The Power of Foam

The Secret Behind the Foam Cleansing

It is said that the Japanese are known to have beautiful smooth skin. The secret to beautiful skin is to properly wash the face, and an important part of it is gently cleansing with a powerful foaming lather. Scrubbing the face harshly while washing can damage the skin and eventually cause wrinkles. Using face wash creams and gels directly on the face without foaming lather is not good for the face as the concentration is too high, often requiring scrubbing and a longer time to wash off, which can be too harsh on the skin. A foaming lather reduces the abrasiveness and helps ease the surface tension between the skin and cleanser, allowing better application and efficiently removing dirt and oil. Lather produces finer bubbles, which are more effective when washing the face. This concept of using lather as a face cleanser has long been common practice in Japan.

How the Facial Foaming Net Makes Fine Bubbles

How do you make fine bubbles ideal for cleansing? With Kokubo Facial Foaming

Net you can easily make any cleanser produce a proper lather. You can feel the finer texture of the lather actually cling to the skin. Using the net, a small amount of cleanser is enough to produce an appropriate amount of foaming lather, economically saving you more product in the long run.

Japanese household and health goods company, Kokubo, developed this net as an answer to the demand of consumers, who often expressed that they were unsatisfied with having to use such a high amount of expensive facial cleansing product to get enough foaming lather. The Facial Foaming Net's 2 ply nets have minuscule holes, and a lot of air can be walked into making sufficient foaming lather. The Facial Foaming Net actually hug the skin and effectively remove dirt and oil while still keeping moisture locked in. Start foam cleansing and get the ultimate beautiful skin.



It is actually designed to do well as the net stays clean. Even with a cleanser that is difficult to lather, Kokubo Facial Foaming Net can help create the fine bubbles.

- This product is patented in the U.S.A.
- Available in regular size and travel size.

How to Use Facial Foaming Net

- 1 Wet the net slightly and spread it across your hand.
- 2 Add some face wash and rub in circles in the palm of your hand to create foam.
- 3 Scoop the foam with your other hand.
- 4 Wash your face with the abundant, soft foam.

I love Facial Foaming Net

The Facial Foaming Net lathers up so well and even after applying it to my face, there was still so much left over. The soft bubbles coated and hugged my skin. The foam feels so good on my skin that washing the face becomes fun and even apply it on my chest, neck and back. I normally have dry skin but after washing with the foam, my skin doesn't feel tight, but supple and moist. I feel like my skin is 10 years younger!



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Joya no Kane: The Tolling Bell Ceremony on New Year's Eve

Toward the end of the year through the New Year's season, Japan offers many traditional events to be experienced while traveling there. One of the biggest Buddhist ceremonies is Joya no Kane, or the tolling of temple bells at midnight. According to Buddhist beliefs, it is customary to ring the bell 108 times as this number corresponds to the number of evil desires that we suffer from on earth. Ringing the bell 108 times rid us of our evil passions, and purifies us for the upcoming year. Many temples all over Japan partake in this ceremony and allow people to watch or actually participate in ringing the bell. Here we will introduce some notable Buddhist bells worth visiting during the New Year's holiday.

The first temple we will introduce is Chien-in, the headquarters of the Jodo-shu Sect located in the historical and traditional old capital, Kyoto. The bell at Chien-in was cast in 1508, is 2.5 meters tall and weighs about 70 tons. Legend has it that the bell was so heavy that the supportive rings could not hold its weight, and it had to be moved multiple times. Upon hearing this story while visiting the temple, master swordsmiths Mitsuane and Munenori were determined to cast a set of strong rings, which ultimately became the ones that hung the bell and held its weight. The large size requires a team of 17 monks to ring the bell on New Year's Eve, said to

be one of the most beautiful winter sounds in Kyoto.

Another temple in Kyoto definitely worth visiting is the Hoko-ji. Despite being a lesser known temple, its bell is historically significant as it changed the history of Japan. At the end of the "samurai jidai" or medieval war period, the two most powerful warlord families, the Tokugawas in Edo (current Tokyo) and the Toyotomis in Osaka, reigned over most of the territories of the nation. The bell in Hoko-ji was originally made to order by the Toyotomis as a symbol of peace, however, the Tokugawas interpreted the bell's inscription as their opponent's curse on them. This led to civil war in Osaka, which ultimately exterminated the Toyotomi family and led to the Tokugawa shogunate period.

There are many more noteworthy bells around the country. The World Heritage site To-ji in Nara Prefecture is also famous for its massive bell. The bell at Kannon-ji in Fukui Prefecture and Myoshin-ji in Kyoto are considered to be the oldest bells in Japan, both of which were cast around 700. Midero in Shiga Prefecture is known for its beautiful sound. By observing or watching traditional Joya no Kane ceremonies, you can experience precious moments that will resonate with your spirit.

WHY DO THEY RING THE BELLS 108 TIMES?



During the Joya no Kane ceremony, a bell is tolled 108 times. There are several different bells, but actually they are rung 108 times.

The first and most plausible one is that the number corresponds to the number of "bonno" or worldly desires. There are 6 kinds of bonno and they are further subdivided into 3 sections, becoming 18. Also, each of these 18 kinds consists of 2 categories, making 36. Finally, there are other 3 categories, which the 36 bonno fall, bringing the total number of bonno to 108.

The second belief is that the number represents one year in the lunar calendar system, which Japan used to employ. In the calendar, there are 12 months one year, 24 shifts (seasonal divisions) and 72 less (other seasonal divisions), and all of these numbers add up to 108.

Lastly, it is also thought to mean "shika haku," which is the Buddhist term representing all of their sufferings. The Japanese pronunciation of "shika haku" is equivalent to the pronunciation for "4, 8, 8 and 9." The sum of 4 times 8 and 8 times 9 comes out to be 108.

How to toll the bell at the Joya no Kane ceremony

If you participate in the Joya no Kane ceremony, you should join your palms together before tolling the bell. 107 out of the 108 times are tolled in the old year (on New Year's Eve), and the last one is to ring in the new year.



Chien-in is the headquarters of the Buddhist Jodo-shu (Pure Land) Sect founded by the famed monk Hōnen. This year, the temple celebrates the 800-year anniversary of Hōnen's death.



The To-ji temple bell is a national treasure and at a 3.6m in height and 26.3 tons in weight, one of Japan's largest.

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There are many scenic spots, and guided walking tours and bus tours are also available.

Photographs by of Hiroshi Watanabe
(http://www.shirakami-sanchi.jp)





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Film Features: Justin's Toxic Plagues

Japan Society

Art & Culture Japan's Textile Pioneers discusses the dynamic field of Japanese fiber art. Organized in a period show jointly presented by Japan Society and International Textile Network Japan in collaboration with Times University Art Museum, the works on display range from official silk and hemp to paper pulp and synthetic fiber, using methods that are sometimes deeply traditional, but sometimes employ the latest weaving and dying technology along with an environmentally conscious "green" ethos. Moving far beyond traditional utility, Japan's textile pioneers have past and present to create innovative, beautiful and sometimes challenging works of art.

Location: 103 E. 4th St. (W. 1st & 2nd Ave.)

New York, NY 10013, U.S.A.

TEL: 202 462-1111 / www.amsnet.org



©A&P Hemmell (2047) - p 16 Q101, 2040: Rayon, indigo
special technique. Diameter approximately 187 in. (496 cm)
Cautions at the artist.

November 18 – December 2 **FREE**

Calligraphy Exhibition by Kallimachos

Billie Jean

Japanese antique store, Mikan will host a calligraphy exhibition featuring artist Kazuo Hachimoto. Study the

traditional style and method of calligraphy, Kaneko Hachinobe has been experimenting with his calligraphy in many forms and has developed a distinctive personal style. He focuses on the lines and points of a kery character and morphoses them in an abstract expression and has cultivated a calligraphic art for time and language.

Country: 67 2nd Ave. (bet. 17th & 18th Sts.)

New York, NY 10021

DOI: 10.1002/2011JG.00017, www.interscience.wiley.com



November 8–December 4

Three Solo Exhibitions Feature Japanese Artists

David Gallen

Art Gallery is weekly. Quasi-Gallery will present three solo exhibitions featuring upcoming Japanese artists like Isejima, Kane Shima, and Tamayo Takemura respectively from Nov. 9-11, Ikegami's "Q" from Nov. 23-27 Shimizu's "Illustrator Kane Shima" and Nov. 29-Dec. 4 Takemura's "ILLUSION" will be presented. Opening receptions will be held on Nov. 8, 22, and 29 for each art exhibition. Also, in conjunction with weekly exhibitions, Quasi-Gallery has started a campaign "WAG—Weekly Art of Gift", which offers gifts from artists who display their artworks in the gallery. Keeping gifts made by the artists, you can just come to the gallery and sign in or click "like" on Quasi-Gallery's Facebook page.

Journal: 100 Wilby St., Suite 502

Journal of Interpersonal Violence 27(1)

TEL: 047-967-4434

more and better use

Performance

Navigation: 1/1

Mixed Effects Annual Growth Performance:

New York Mixed Cheese

The annual concert of the musical Japanese choral group (NYC) will be held on Nov 18 at 2 pm at the New York Society for Ethical Culture Center Hall. The musical program will include traditional Japanese choral songs, folk folk songs, and classical pieces performed by men's, women's and mixed choral groups consisting of 42 members of all ages. The sang performed in March for the Tokyo earthquake that continued to receive almost weekly donations will also be performed as a charity event. Tickets are \$10.

Location: New York Society of Ethical Culture Concert Hall

2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664, 2665, 2666, 2667, 2668, 2669, 2670, 2671, 2672, 2673, 2674, 2675, 2676, 2677, 2678, 2679, 2680, 2681, 26

New York, NY 10023

www.elsevier.com/locate/jmb

November 1992

Jones and Giverson Muscle Method

Miyata, S. and Miyata, K. and Miyata, D. and Miyata, S. and Miyata, K.

Myths: Rite: Mythic Arts Repertory, Dance School USA's Junka Fisher presents a Japanese and Okinawan music festival. The program includes a variety of classical and spiritual folk songs from the main island of Japan, the main island of Okinawa, Yagima and Miyako islands. Three Japanese artists will collaborate on presenting the program. Jon Kishi (voc. flut), Satsuki Maeno (soprano, singing) and Junka Fisher (bunshin, singing, dance) who has performed at the National Theater in Tokyo, and at Carnegie Hall earlier this year. During the festival, she will demonstrate Okinawan (Dance), singing and folk songs.

Location: Lotus House and Dance studio

1098 W. 37th St., (near 46th & 37th Ave.), 2nd Fl.

New York, NY 10001

59. 212.40° 100N

www.internationaljournalsonline.com

Event

October 28

Modern Japanese Cuisine and French Wine Pairing Dinner

Komegashi Inc.

Join Japanese restaurant, Komegashi Inc. for their upcoming French Wine Tasting Dinner. The dinner includes a fantastic 5 course meal perfectly paired with 5 wonderful wines from Burgundy and Bordeaux. Host Grace Rozatti, Wine Specialist from Tredway Associates, will be introducing these wines and explain how to pair modern Japanese cuisine with classic French wines. Featured wines will be available for purchase at discount prices that evening. Ticket price is \$195, including 4 hours validated parking, taxes and gratuity. Reservations required.

Chester: 99 Avenue Ave.

Jersey City: 40-00740

TEL: 201-639-8988 / www.komegashi.com

October 30

Be the Star! Japan Earthquake Disaster Relief 5K Run/Walk

A special charity 5K Run/Walk on Sunday, Oct. 30 at 10 am at Liberty State Park, Jersey City will help raise money for the 3.11 earthquake and tsunami victims and support reconstruction efforts this winter. The course features breathtaking views of the Manhattan skyline as well as easy access by ferry and PATH train (Shuttle bus from Exchange Place PATH to Liberty State Park between 8:30 am and 12:30 pm). 100% of donations raised will go to the Japan Society Earthquake Relief Fund, which supports new local nonprofit organizations in Japan on the front lines of relief and recovery in Tohoku.

Chester: Liberty State Park, Jersey City, NJ

www.bethestar.org

November 6

Washi (Japanese paper) Gift Card Making Workshop

Kiyoko Soho

Japanese craft and gift shop specializing in items from Kyoto, Kiyoko Soho, will host a gift card making workshop prior to the gift giving season. With the guidance of paper craft artist, Kiyoko Gishiki, participants will learn how to make Japanese style gift cards by using washi (Japanese paper). Space is limited to eight people with a \$5 fee for materials. Reservations are



required. The workshop will start at 1 pm.
**Location: 464 Avenue St. (at Grove & River St.)
New York, NY 10013
TEL: 212-219-2285 / www.kiyo.com**

November 6

**UNDOCA! Fan Family Activity Day
NPCOHA (Let's Play in Japanese)**

Join Japanese language and culture center for children, NYCNOA for a day of indoor fun! On November 6 from 11am-3pm, NYCNOA will host UNDOCA!, a Japanese art-into-activity day filled with relay races, obstacle courses, snacks, and a toddler section. Test your strength, speed and cheer on your friends and family with fun challenges such as the 3-legged race. Advance tickets are \$19 per person, \$40/family, or \$45/family at the door (family 2 adults and 2 children). For more information and ticket purchases, visit their website. Choptails NYC readers can use online discount code: ADOGN2011 when purchasing in advance.
**Location: P.S. 43 120 E. 42nd St. (at Avenue C & 42nd)
New York, NY 10009
TEL: 212-477-3332 / www.nyocda.com
events.nyocda@gmail.com**

November 8

Tateuchi Murakami Holbe Art Auction "New Day" to

Event Feature

October 24 – November 11

Ishikawa Product Fair

Ishikawa Prefecture



From generation to generation, Ishikawa Prefecture has handed down the tradition of a naturally cultivated, rich food culture. Ishikawa Prefecture boasts a number of world class food and liquor, as well as household products using traditionally crafted tech-

Benefit Earthquake Victims

Kaneko Kiki Co., Ltd. / Christie's
Kaneko Kiki Co., Ltd., founded by Japanese contemporary artist Takashi Murakami, and Christie's will hold an art auction entitled "New Day: Artists for Japan" to benefit victims of the Great East Japan Earthquake and tsunami. The event will feature art by fifteen world famous artists selected by Murakami including Yoshitomo Kasei, Cindy Sherman and Aya Takano, as well as Murakami's own work. Special guest, actor Ken Watanabe will appear at the auction and recite the *Kanji* (Mugensho's famous poem of sadness and hope, *Azure no Hana* Matsuo's *Haikai* deflated by the fair). The auction will start at 5:30 pm.
**Location: Christie's NY
25 Rockefeller Plaza, 25th Fl. 4th Ave. New York, NY 10020
TEL: 212-438-2944
info.kaneko.com/en/**

November 10

**Celebration of Japanese Culture: Aki Matsuri 2011
The Gofan Society**

The Gofan Society is hosting the "100 MATSURI 2011", celebrating the spirit of Japanese Crafts from New York City. On Nov. 10, join them for a food festival featuring the finest Japanese restaurants in NYC, a variety of sake, and beer from the Brooklyn Brewery. Participating artists' crafts include: Moments, brushstroke, Sashimi, Matsuri,

niques a selection of which will be presented in the trade showrooms in New York's Japanese Gallery Center. Workshops to Fridays from 10 am to 7 pm. Yamanaka Japanese Bazaar, Japanese style candles, local craft table, Rums other rice cakes, organic mochi, specialty with end/sauce are some of the many food items and products available to purchase and try. Come visit and get a chance to taste delicious specialty foods and sake and receive up to 20% discount on all goods and products.

**Location: Japanese Gallery Center
711 3rd Ave. (at 41st St. 3rd & 4th Ave.)
New York, NY 10017**



EM Japanese bowdler, Rise Ribbon Sash Bowdler, Sash Tots, Onifuku, Curry-Ya, Wakan and Gensho. This is also a fundraiser to support the work and programs of The Gabon Society, and a portion of the proceeds will be donated to the victims of the 3111 tsunami and earthquake in Japan. Tickets are \$100 general admission, and \$150 VIP for more robust information, contact The Gabon Society.

Location: Brooklyn Brewery

37 North 7th St., (bet 4th & 5th St.)

Brooklyn, NY 11211

TEL: 212-355-3558

info@gabonsociety.org / www.gabonsociety.org

November 11

Sake and Food Pairing Event

Myosaki Hanten

Long winding, esteemed sake and shochu brewery in Mie Prefecture, Myosaki Hanten will hold a food pairing event in collaboration with Shinboku, upscale sushi restaurant in Midtown. Executive sushi chef, Katsuyuki will create three exquisite dishes to pair with three of the brewery's sakes from their Engetsu brand (Myosaki, Myosaki Tsuru, Luminous Hanten, Chazaki, Gokyo Myosaki, and Myosaki Jinnu Kyo Gensho). Kana Myosaki of the brewery will join the event. The three course pairing dinner will take place from 5:30 to 10 pm. The fee is \$40 (tax & tip included).

Location: Shinboku Restaurant

7 E. 48th St., (bet 3rd & Madison Ave.)

New York, NY 10017

TEL: 212-313-1009

info.myosaki@myosaki.co.jp (Myosaki Hanten)

November 11 & 12 FREE

Joe Statton Carving Demonstration 3-11 December (Relief)

Kiryu Soho



Japanese craft and gift shop, Kiryu Soho, will present a two-day demonstration event of "joe" statue carving. Joe is a type of Buddhist art in Buddhism and is known as a guardian angel for children. Mahuru, a Kyoto-based sculptor, will give a demonstration with thoughts and prayers for the people who lost children during the 3.11 (earthquake and tsunami) disaster in March. Attendees will be able to participate in the carving at the final step of

the demonstration and add eyes and write messages on the scales. The joe statues made at the event will be dedicated to a temple for emotional support for the victims. The event will be held from 2 to 5 pm each day and the first 10 customers can participate.

Location: 4th Avenue St., (bet 4th & 5th St.)

New York, NY 10012

TEL: 212-717-7255

www.kiryu.com

November 15 FREE

Korean Alcohol and Food Pairing Event

Korean Traditional Alcoholic Beverage Development Association

Korean cuisine and drinking tasters. Dalk Tok, located in Koreatown will hold a tasting event of traditional Korean cuisine along with Korean liquor, and Korean style cocktails. Guests can get to know about a variety of Korean drinks such as fruit wines, makhan rice wine, soju and fruit cocktails made with makhan rice wine while enjoying traditional Korean dishes paired with the drinks, such as Korean style pork suet and Chigyo-severy pancakes at the event. This free event is from 6-9 pm. Reservations are required. Email: gyeong@koreanfood.com (Jo Ms. An Gyeong) until Nov. 14 for reservations.

Location: Dalk Tok

20 W. 32nd St., (bet 5th & 6th Ave.)

New York, NY 10001



November 17 FREE

Sake and Shochu Night Event

BoConcept New York

Inspired by Danish craftsmen, with over 300 branches worldwide, BoConcept furniture is simple and functional, and combines both modern and traditional Danish design, appealing to the urban lifestyle. On Nov. 17 from 6-8 pm the Chelsea branch will hold a Sake and Shochu Tasting event. Guests can appreciate genuine sakes like Daisuke Harada Bijin, Tenjiku, and Oshichi, and shochu produced by Santoku Shochu while enjoying sewing and feeling the goods and products as well as actually experiencing the comfort of sitting down on BoConcept furniture. Reservations are required via email: nyc@boconcept.com

Location: BoConcept Chelsea

117 W. 28th St., (bet 6th & 7th Ave.)

Nov 18th, NY 10017

TEL: 404-331-8700 / www.boconcept.com

November 18 & 20

Fresh Great Shrimp Tuna Catfing Performance & Sales Event

Mitsuru Marketplace

This is an opportunity to watch a whole tuna being cut by professionals and ultimately see how it transforms into sushi and sashimi cannot be missed. Tuna freshly caught in Spain will be flown directly to Japan. Tuna cutting professionals will start cutting five 400 pound-class tuna from early morning. The freshly cut tuna will be sold at the spot and turned into nigiri and sushi by master sushi chefs. Those wanting to purchase sushi grade blocks only can avoid the crowd, as they will be available on shelves from 9:30 am - Saturday, Nov. 9 the cutting performance will take place at 11 am and 2 pm with sushi sold from 10 am-4 pm. Catfing performance on Sunday, Nov. 20 will take place at noon and sushi will be sold from 11 am-5 pm. During the two day event shuttle buses from New York's Port Authority will depart every 30 min.

Location: Mitsuru Supermarket

305 East End, Glenview, IL 60025

TEL: 204-64-8173

info.mitsuru.com/english



Happenings

Helpful Promotion for Non-suffering Skin Care Products

Dr. G's Lake Lube

During the winter months, the air becomes very dry and chaps moisture away from your skin, causing wrinkles and fine lines. Aqua Collagen Gel Super Moisture from Dr. G's Lake USA keeps your skin feeling youthful and moisturized during the drier season of the year. Now with a purchase of over \$85 or more of any Dr. G's Lake products, you will receive a Brightening Skin Care kit (Mag. \$30 value), which contains an assortment of skin care products with an original cosmetic pouch. Offer is valid Nov. 15 thru

Dec. 31, or while supplies last
Info: www.dishouse.com



Kung Fu Panda 2 Sweepstakes House Foods America

House Foods America, Inc. sponsors since 1953, is announcing the launch of a new family friendly promotional campaign in conjunction with DreamWorks Animation. Enter to win prizes including 25 copies of Kung Fu Panda 2 DVD. One lucky grand prize winner will receive a 3D TV Home Theater System. For more details on how to enter visit House Foods America's Facebook page
Info: facebook.com/housefoodsamerica



Introducing Wasee Original House Brand Sake "Wasee Junmai"

Celebrating their one year anniversary on Oct. 16, Wasee, Japanese restaurateur in the East Village is introducing their very first house brand sake "Wasee Junmai" at the end of October. The sake was developed by the three owners: Toke Komuro (sake samurai), Gaku Sakurai (chef) and Ryota Kitagawa (chef) in collaboration with a sake brewery in Japan. Wasee Junmai is round and soft on your palate with a hint of modern apple flavor. It particularly goes well with Wasee's signature dishes like Wagyu Beef Steak and Gyo Laver which was described as the "sexiest food on earth" by New York Times.

100 E. 4th St., (bet. 2nd & 3rd Ave.)
New York, NY 10003

Tel: 212-777-1977 / www.wasee-ny.com



Weekly Bento Discount

Telugu

Known for its delicious telugu or chicken wungs, Telugu offers Nippon style chicken wungs served with their original aged sauce. If you buy five of the daily lunch bento of less than Monday to Friday, you will receive 15% off, if you buy 10, you get one free. Two kinds of bentos are available daily. The popular menu dish items include fried chicken, hamburger or teriyaki chicken. Offer ends Nov 30
Location: 341 W. 34th St., (bet. 4th & 5th Ave.)
New York, NY 10018
Tel: 212-624-2225 / guyana.com

20% Discount on CEPA Showerhead for Chiropractic NY Readers

Sales Vibe

Sales Vibe, a hair salon that promotes the negative ion concept is now offering 20% off on the CEPA licensed Showerhead until the end of December. The showerhead uses a revolutionary technique that neutralizes and restores hydration to your skin and hair. Take advantage of this special discount during the busiest seasonal of the year and rejuvenate your health and beauty.
Location: 33 Rockefeller Plaza, Concourse level
(bet. 33rd & 40th Ave.)
New York, NY 10022
Tel: 212-644-8444 / www.salesvibe.com



New-England Ramen Club Sushi Lounge/Macale Cafe Zen



From Oct. 1, a new ramen called Original Ramen will be available at both Sushi Lounge and Macale Cafe Zen, located in the East Village and known for their variety of delicious ramen, udon noodles, and sushi. The broth of the Original Ramen is made from chicken bones and vegetables, simmering for hours. The medium thick straight noodles are specially manufactured for Sushi Lounge and Macale

Cafe Zen, boasting a smooth yet firm texture. A bowl at \$6.95 adds a stuff bowl and get the set for only \$9.50

Location: Sushi Lounge

127 W. 44th St. (bet. 6th & 7th Ave.)

New York, NY 10018

Tel: 212-349-1447

www.sushilounge.com

Macale Cafe Zen

21 W. 44th St. (bet. 2nd & 3rd Ave.)

New York, NY 10013

Tel: 212-325-4813

www.macalecafe.com

12th Asian Language Trial Lessons

HiKa Learning

HiKa Learning will be holding special trial lessons for their East Asian languages (Japanese, Chinese and Korean), starting Dec. 5. Trial lessons will be available for beginners (level 1) and advanced beginners (level 2) in each language for only \$20 each. For a limited time only, the classes are available on a first come first serve basis with 10 students maximum per class. The trial will be followed by group lessons starting January, 2012, for those who wish to continue learning the languages. For schedules, visit their website or you can call for further information.
Location: 200 Conquest Ave.
(bet. 34th & 35th St.) 10th fl.
New York, NY 10014
Tel: 212-633-7600
<http://www.hikalearning.com>

50% Off Hair Cut & Treatment for New Clients

Tamara's Shikon Hair Salon

Known for their relaxed atmosphere and skilled stylists, Tamara's Shikon Hair Salon is offering special deals for new clients only. At the downtown location, Men's Cut & Scalp Treatment, which cleans up the scalp and helps to grow healthy hair, will be 50% off (Reg. \$45-\$95) and is available Tuesday and Saturday only. Also, at the uptown location, they are offering a Women's Cut and Moisture Treatment for 50% off (Reg. \$35-\$250) Sunday and Wednesday. Offer is valid until the end of November.

Location: Upper East Side

101 E. 83rd St. (bet. Lexington & 2nd Ave.)

New York, NY 10019

Tel: 212-722-8929

Location: Downtown

135 W. 14th St. (bet. 7th & 8th Ave.)

New York, NY 10011

Tel: 468-438-8277

www.tamarashikon.com

November Special: 50% Discount on Miso

Big Apple Kanioka

Midtown East kanioka bar Big Apple Kanioka offers a spe-

The Finest Gift Ideas from Japan



Dot Pattern Scarf-Style Neck Towel

Both versatile and fashionable, this neck towel protects against the hot sun and also provides warmth on chilly days. The soft gauze material absorbs and dries sweat quickly and is machine washable.

Item number: 21227781 JP ¥ 1,580 (US\$19.75)



Kyoto Nishijin Highest Quality Collar, Cinnabar

Made from Kyoto's Nishijin pure silk, fine taken leather, and featuring strong Japanese style design, these high-quality collars are the pinnacle of extreme comfort and Japanese style.

Item number: W8206781

JP ¥ 11,100 (US \$138.75)

Hagi Drip Liquor Cup Pair (wood)

These Hagi ceramic cups reside in Yamaguchi Prefecture are traditional in color with a modern glass glaze. The unique design makes it easy to drink from, perfect with hot sake or beer.

Item number: W8219871 JP ¥ 4,950 (US \$61.87)



Keychain Digital Photo Frame

The 1.6 inch color LCD screen can frame any photo in a convenient size that attaches to your key ring, so you can keep your memories with you wherever you go. It can display your favorite pics, play slide shows, and more.

Item number: 212911 JP ¥ 2,080 (US \$26.75)



Sakura Dyed Bath & Wash Towel Set

These towels are woven with thin pile for added softness. The light pink color is created using pigment extracted from sakaki sakaki petals, and will remind you of springtime in Japan every time you use them.

Item number: 217079 JP ¥ 3,300 (US \$37.50)



Jozen Mazune Gotoshi Moisture Lotion

This refreshing face lotion, made with Japan's famous Gotoshi sake, uses all natural ingredients to gently rejuvenate your skin. Free formalin, fluoride, color, and extract, and non-brine extract moisturizes and repairs dry and damaged skin.

Item number: 18401013 JP ¥ 3,800 (US \$48.00)

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*The dollar-yen exchange rate used here is \$1=¥100



PREPARE FOR AWESOMENESS WITH HOUSE FOODS!



OWN IT ON
DVD & BLU-RAY
TUESDAY,
DECEMBER 13



House Foods

Prizes and MORE!! → www.kungitofu2.com
no purchase necessary

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